



SEATTLE OFFICE
999 Third Avenue, Suite 3600
Seattle, WA 98104
206-332-1380
Fax: 206-624-7317

FACSIMILE

RECEIVED
CENTRAL FAX CENTER
OCT 21 2008

DATE: October 21, 2008

JOB CODE:

Please deliver this and the following pages to:

Name: Examiner Annan Q. Shang
Company/Firm: United States Patent and Trademark Office
Telecopier No.: 571.273.8300
Client/Matter No.: **OO-0071 and **OO-0072
Sender's Name: Michael D. Stein
Pages to Follow: 16

If transmission is not complete, please call our Seattle Office at (206) 332-1380.

COVER MESSAGE:

RE: U.S. Patent Application No. 10/072,471 and U.S. Patent Application No. 10/210,823

Dear Examiner Shang:

Attached please find the draft of our response in the '471 case. This draft is for discussion purposes during our 11:00am EDT interview today.

We are also scheduled to discuss the '823 case at the same time. A response in that case has already been filed, and we look forward to discussing the filed response with you today.

THIS MESSAGE IS INTENDED ONLY FOR THE USE OF THE INDIVIDUAL OR ENTITY TO WHICH IT IS ADDRESSED AND MAY CONTAIN INFORMATION THAT IS PRIVILEGED, CONFIDENTIAL AND EXEMPT FROM DISCLOSURE UNDER APPLICABLE LAW. IF THE READER OF THIS MESSAGE IS NOT THE INTENDED RECIPIENT, OR THE EMPLOYEE OR AGENT RESPONSIBLE FOR DELIVERY OF THE MESSAGE TO THE INTENDED RECIPIENT, YOU ARE HEREBY NOTIFIED THAT ANY DISSEMINATION, DISTRIBUTION OR COPYING OF THIS COMMUNICATION IS STRICTLY PROHIBITED. IF YOU HAVE RECEIVED THIS COMMUNICATION IN ERROR, PLEASE NOTIFY US IMMEDIATELY BY TELEPHONE AND RETURN THE ORIGINAL TO US AT THE ABOVE ADDRESS VIA THE U.S. POSTAL SERVICE. THANK YOU.

DOCKET NO.: **OO-0071
Application No.: 10/072,471
Office Action Dated: August 7, 2008

PATENT
REPLY FILED UNDER EXPEDITED
PROCEDURE PURSUANT TO
37 CFR § 1.116

DRAFT – FOR DISCUSSION PURPOSES ONLY

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:
Charles Eric Hunter et al.

Confirmation No.: **3041**

Application No.: **10/072,471**

Group Art Unit: **2623**

Filing Date: **February 7, 2002**

Examiner: **Annan Q Shang**

For: **Systems and Methods for Providing Consumers with Entertainment Content
and Associated Periodically Updated Advertising**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

REPLY PURSUANT TO 37 CFR § 1.116

In response to the Official Action dated **August 7, 2008**, reconsideration is respectfully requested in view of the amendments and/or remarks as indicated below:

- ☐ Amendments to the Specification begin on page _____ of this paper.
- ☒ Amendments to the Claims are reflected in the listing of the claims which begins on page 2 of this paper.
- ☐ Amendments to the Drawings begin on page _____ of this paper and include an attached replacement sheet.
- ☒ Remarks begin on page 9 of this paper.